



CCPA Privacy Notice for California Residents

This notice is provided for California residents in compliance with the California Consumer Privacy Act of 2018 (herein CCPA). This notice applies solely to individuals who reside in the State of California. This notice explains your rights regarding your personal information. Under the CCPA, you have the right to understand how Beam collects, uses, and discloses your personal information, to access your information, to request that we delete certain information, and to not be discriminated against for exercising your privacy rights. This CCPA Privacy Notice is in addition to Beam's Privacy Policy and Joint Notice of Privacy Practices. Certain terms provided for in this notice are defined by the CCPA and their meanings may differ from the meanings applied elsewhere on our website. The meanings of such CCPA defined terms are specific to the content of this notice.

This notice does not apply to personal information outside the scope of the CCPA, including without limitation:

- Personal information collected, processed, sold, or disclosed pursuant to the Gramm-Leach-Bliley Act, and implementing regulations, or the California Financial Information Privacy Act.
- Personal information bearing on a consumer's credit worthiness, credit standing, credit capacity, character, general reputation, personal characteristics, or mode of living as set forth in the Fair Credit Reporting Act.
- Personal health information collected, processed, or disclosed pursuant to the Health Insurance Portability and Accountability Act.

Personal Information Beam May Collect:

The following represent the categories of information that we may collect:

- Identifiers (such as a real name, alias, address, email address, phone number, Social Security Number, driver's license number, online identifier, IP address, account username and password, job title, or other similar identifiers);
- Financial, medical, or health insurance information (such as bank account information, information provided on a health insurance enrollment application, or credit card information);
- Demographics (such as age, date of birth, gender, marital status or zip code);
- Device information (such as brushing data, the type of device you are using, or the operating system of your device);
- Internet or other electronic network activity information (such as information on your interaction with Beam's website or application, or how you use your Beam account);
- Visual information (such as the image you provide for your Beam profile);
- Professional or employment-related information (such as information collected from job applications and resumes, or information provided by your HR administrator);
- Education information (such as information collected from transcripts, job applications, or resumes);
- Survey information (such as survey results, or social media data);
- Other information you submit (such as requests or communications you submit to us, including emails, ratings, or customer service call recordings); and

- Inferences regarding preferences or other characteristics (such as information about your preferences, characteristics, behavior, or other trends that help us identify which products you may be interested in).

Potential Sources from where Information is Collected:

We may collect personal information from the following categories of sources:

- Your device or browser;
- Directly from you when you provide information;
- Our affiliates and business partners;
- Data verification services;
- Marketing vendors and advertising networks;
- Social media; and
- Healthcare providers.

How Beam may use or share the Information Collected:

Beam may use your personal information in the following ways:

- To provide you with information, products, or services;
- To improve our services and products;
- To maintain the security of our systems, services, and products;
- For internal audit, data analytics, or research purposes;
- To address your inquiries, concerns, or requests;
- To find or prevent criminal activity, fraud, material misrepresentation or nondisclosure in connection with an insurance issue;
- To respond to requests from law enforcement or other government authorities as required by law; or
- For our own legal obligations and business needs.

Beam may share your personal information with the following:

- Entities that we are required to share with pursuant to law or for legal proceedings;
- Vendors and service providers;
- Beam affiliates and business partners;
- Advertising networks;
- Prospective purchasers; or
- Outside auditors and lawyers.

For more information on how Beam may use or share the information collected, please review the sections entitled **“How the Information is Used”** and **“How the Information is Shared”** in Beam’s Privacy Policy found on our website at <https://beam.dental/>.

Sale of Personal Information:

CCPA defines a “sale” of personal information broadly to include more than just the exchange for monetary value. Under the CCPA, a sale can include the exchange of personal information with a third party for “valuable consideration,” or information shared with a third party (even if they are performing services on our behalf) if they are permitted to use the information for their own purposes.

Beam does not sell your personal information, but we do work with partners who provide us with advertising services as described in the “**Tracking Technologies Used**” and “**Remarketing**” sections of Beam’s Privacy Policy found on our website at <https://beam.dental/>.

Your Rights under the CCPA:

- **Right to know.** You have the right to request that we disclose certain information to you about our collection of your Personal Information. Such information shall cover the 12-month period preceding our receipt of your request. This includes the right to have access to and request additional information related to:
 - The categories of personal information Beam has collected about you;
 - The categories of sources from which the personal information is collected;
 - The business or commercial purpose for collecting or selling your personal information;
 - The categories of third parties with whom Beam shares your personal information; and
 - The specific pieces of personal information Beam has collected about you.
- **Right to deletion.** Subject to certain exceptions, you may request that we delete personal information that we have collected. Upon such a request, Beam will also direct any service providers to delete your personal information from their records. Please note that Beam may deny a deletion request due to the application of an exception or as otherwise permitted by law. We will ensure that you understand what we will delete and what we cannot, and the reason for retention.
- **Right to opt-out:** As stated above, Beam does not sell your personal information to third parties, so you do not need to request an opt-out of the sale of your personal information.
- **Right to Non-discrimination:** Beam is prohibited from discriminating against you if you choose to exercise any of your rights under the CCPA.

Exercising your Rights

If you are a California resident and would like to exercise one of your rights, please contact us by completing this [form](#), emailing privacy@beam.dental, or calling us toll free at 1-(800) 648-1179. We will honor your request in compliance with the CCPA but we may be required to continue to retain or share portions of your personal information to comply with regulatory or legal obligations.

Both a request to delete or access personal information must be a “verifiable consumer request.” Only you, or a person or entity that you authorize to act on your behalf, may make a request related to your personal information. You may also make a request on behalf of your minor child. If you are making a request on behalf of another person, you must provide written legal documentation that you are authorized to act on behalf of that individual.

The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or are an authorized representative; and
- Describe your request with sufficient detail so that we are able to properly understand, evaluate, and respond to it.

If we cannot verify your identity or authority to make the request and confirm that the personal information requested relates to you, we may not be able to fulfill your request. We reserve the right to take additional steps, as necessary, to verify your identity if we have reason to believe a request is fraudulent.

Revisions

Beam may revise this policy from time to time as permitted by law. We will provide the revised policy on our website. Any changes will become effective immediately upon posting.

Contact

If you have any questions or concerns related to this Privacy Notice or Beam's privacy practices, contact Beam at privacy@beam.dental or visit our website at <https://beam.dental/>.